



IN THE CLAIMS:

1. (withdrawn) A computerized method for managing electronic data configured to enable the offer and purchase of extended warranty services over a telecommunications medium, the method comprising:

providing a set of data associated with at least one consumer purchasing transaction wherein the set of data includes consumer-related and product-related information specific to each of the at least one consumer purchasing transactions;

providing a pricing program for generating an extended warranty offer for each of the at least one consumer purchasing transactions;

generating an extended warranty offer for at least one of the at least one consumer purchasing transactions so that each of the generated extended warranty offers is associated with one of the at least one consumer purchasing transactions;

creating an electronic solicit for at least one of the generated extended warranty offers;

identifying a recipient for at least one of the created electronic solicits where each of the identified recipients is associated with one of the at least one consumer purchasing transactions; and

delivering at least one of the electronic solicits over the telecommunications medium to at least one of the recipients.

2. (withdrawn) The computerized method of claim 1 wherein at least one of the generated extended warranty offers may be purchased by at least one of the recipients over the telecommunications medium.

3. (withdrawn) The computerized method of claim 1 wherein at least one of the electronic solicits is delivered over the telecommunications medium via email.

4. (withdrawn) The computerized method of claim 3 further comprising:

providing a unique and personalized link for at least one of the recipients so that each provided unique and personalize link is associated with one of the recipients; and

incorporating at least one unique and personalized link within at least one of the electronic solicits so that the associated recipient may activate the link to access and purchase the extended warranty offer over the telecommunications medium.

5. (withdrawn) The computerized method of claim 3 further comprising:

providing a fulfillment database for generating warranty services contracts for each recipient that purchases the extended warranty offer.

6. (withdrawn) The computerized method of claim 1 further comprising:

selecting a first subset of data from the set of data;

generating an extended warranty offer for at least one of the consumer purchasing transactions within the first subset of data;

creating a paper solicit for at least one of the generated extended warranty offers within the first subset of data;

identifying a recipient for each of the created paper solicits where each of the recipients is associated with one of the at least one consumer purchasing transactions within the first subset of data; and

delivering at least one of the paper solicits via a mail delivery provider to the recipient.

7. (withdrawn) The computerized method of claim 6 further comprising:

- selecting a second subset of data from the set of data;
- generating an extended warranty offer for at least one of the consumer purchasing transactions within the second subset of data;
- creating an electronic solicit for at least one of the generated extended warranty offers within the second subset of data; and
- delivering at least one of the electronic solicits via email over the telecommunications medium to the recipient.

8. (withdrawn) The computerized method of claim 4 further comprising:

- providing a Web page form accessible by activating the unique and personalized link where the Web page form includes consumer-related and product-related data from the set of data specific to the recipient so that the recipient may purchase the extended warranty offer without entering additional data.

9. (withdrawn) The computerized method of claim 5 further comprising:

- providing feedback to a marketing database to suppress the generation of an additional solicit for the recipients that have purchased the extended warranty offer.

10. (withdrawn) The computerized method of claim 8 further comprising:

providing a Web page form for the recipient to select the products to be covered by the extended warranty offer;

providing a Web page form for the recipient to select the number of years the extended warranty offer will cover; and

providing a Web page form for the recipient to select payment options for purchasing the extended warranty offer.

11. (currently amended) A method for managing electronic data to enable a transaction between a consumer and a service center, the method comprising:

generating an offer using a warranty pricing program installed on a processor for extended warranty services associated with one or more products purchased by the consumer;

selecting a paper solicit and/or an electronic solicit to be delivered to the consumer that will incorporate the offer; and

delivering the selected solicit to the consumer by mailing the paper solicit if selected and/or by transmitting the electronic solicit over a telecommunications medium if selected so that the consumer receives the electronic solicit remote from the service center.

12. (currently amended) The method of claim 11 further comprising: providing storing data indicative of a set of consumer preferences in a database associated with the ~~wherein the step of selecting is made by the service center;~~

accessing the data indicative of the set of consumer preferences; and
is selecting the paper solicit and/or electronic solicit based on at least a prioritization of the set of consumer preferences.

13. (currently amended) The method of claim 12 ~~wherein the consumer preferences are~~further comprising:
storing data indicative the presence of an email address for the consumer in the database; and
storing data indicative of whether the consumer has chosen to receive correspondence from the service center by means of the email address or by other means in the database.

14. (currently amended) The method of claim 13 ~~whereby the service center is configured to select the electronic solicit, where the electronic solicit is in the form of an email;~~further comprising:
selecting the electronic solicit when the consumer's email address is stored in the database~~present~~ and the set of consumer preferences indicates that the consumer has chosen to receive future correspondence from the service center by means of the email address.

15. (currently amended) The method of claim 13 ~~wherein the service center is configured to~~further comprising selecting the paper solicit if the consumer's email address is not ~~present~~stored in the database.

16. (currently amended) The method of claim ~~44~~11 further comprising:
storing an electronic file of the offer in a database;
assigning a unique identifier to the offer whereby the unique identifier is
usable for retrieving the electronic file;
incorporating the unique identifier into a unique and personalized link that
is activatable by the consumer over ~~at the~~ telecommunications medium;
incorporating the unique and personalized link into the body of ~~the an~~
email ~~to be delivered to the consumer over the telecommunications medium~~;
transmitting the email over the telecommunications medium; and
providing a Web page form accessible when the consumer activates the
unique and personalize link whereby the electronic file is retrieved so that the
consumer may review the offer for extended warranty services and purchase the
services over the telecommunications medium.

17. (currently amended) The method of claim 16 further comprising:
determining whether the consumer has purchased the services;
~~providing feedback to~~ storing data indicative of whether the consumer has
purchased the services in a marketing database; and
~~to suppressing~~ the generation of an additional paper or electronic solicit
for the consumer ~~when if~~ the consumer ~~purchaseds~~ the extended warranty
services.

18. (currently amended) The method of claim 12 further comprising:
storing data indicative of the terms of the offer in a database; and
synchronizing the ~~offer between the paper solicit and the electronic solicit~~
so that each solicit contains the same terms.

19. (withdrawn) A computer-readable medium encoded with computer program code for managing electronic data configured to enable online warranty service transactions between a consumer and a service center comprising:

generating an extended warranty services offer for the consumer based on a product or products purchased by the consumer;

delivering the offer to the consumer in an electronic solicit over a telecommunications medium;

including within the solicit a link activatable by the consumer for accessing a Web-based application configured so the consumer may access the offer; and

providing a Web page form including selectable fields indicative of the extended warranty services offered to the consumer and enabled for the consumer to purchase the extended warranty services over the telecommunications medium.

20. (withdrawn) The computer-readable medium of claim 19 wherein the electronic solicit is in the form of an email delivered to the consumer's email address.

21. (withdrawn) The computer-readable medium of claim 20, further comprising:

providing means for determining whether the email is successfully delivered to the consumer's email address; and

delivering a paper solicit to the consumer containing the extended warranty services offer if the email is not successfully delivered to the consumer's email address.

22. (withdrawn) The computer-readable medium of claim 21, further comprising:

delivering the paper solicit to the consumer if the email is successfully delivered to the consumer's email address and the consumer has not purchased the extended warranty services within a predetermined period of time.

23. (withdrawn) The computer-readable medium of claim 22, further comprising:

providing feedback to a marketing database to suppress the delivery of additional paper and electronic solicits when the consumer purchases the extended warranty services.

24. (withdrawn) The computer-readable medium of claim 19, further comprising:

providing a Web page form including selectable fields indicative of extended warranty services for products other than those in the offer and available for the consumer to purchase over the telecommunications medium.